



2021 **CPA** REVIEW COURSE QUICK START GUIDE

Overview

During the Focus Group, you will guide a small group (5-10 students) through creating a Gleim account and demoing the CPA Premium Review Course.

Schedule a Focus Group

First, schedule a Focus Group (in person or virtually). Provide the purpose of the meeting. Let students know that you'll walk them through creating a Gleim account that will allow them to access the free Gleim Premium CPA Review Course. The free course will give them access to an entire study unit for AUD, BEC, FAR, and REG.

They'll also be able to access several other free Gleim student and candidate resources. These resources include the CPA, CMA, CIA, and EA Exam Guides, as well as the Careers in Accounting Handbook and the How to Succeed Handbook, which are valuable resources for college students and candidates starting their accounting careers.

As extra incentive to participate, let them know that as a thank you gift for participating in this Focus Group, Gleim is offering one free Gleim EQE online test bank of their choice. There will also be a raffle drawing for a random winner in the group to receive Gleim swag (usually a Gleim shirt or mug).

Schedule a Focus Group

- Send out an invite
- Prepare your materials
- Sign in
- Create a Gleim account
- Watch the tour
- Answer questions
- Collect feedback
- Return documents

Send out an invite

You can download a flier found in the Campus Rep Resource Center to enter the information of your Focus Group and send out. Good times to discuss scheduling a Focus Group are during a Campus Rep presentation or at an accounting club meeting with your peers. You can also email them to see if they're interested in participating.

If the meeting is in person, ask the students to bring a laptop to the meeting so they can create the account on their device.

<https://www.gleim.com/campus-rep-resources/focus-group/>

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Prepare your materials

Make sure to download, bring, and pass out any materials you need for the meeting. This includes the meeting evaluations, meeting report, sign-in sheet, and Gleim swag you would like to pass out.

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Sign in

At the start of the meeting, ask the participants to sign in using the physical sign-in sheet if they are meeting you in person, or have them sign in virtually or send you an email with their name and email address. You will need their information for the raffle drawing and for the free EQE online test bank they can redeem.

If the meeting is in person, pass out any materials you would like them to have. You can save the prize for the end when you randomly choose a winner from the sign-in sheet.

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Create a Gleim account

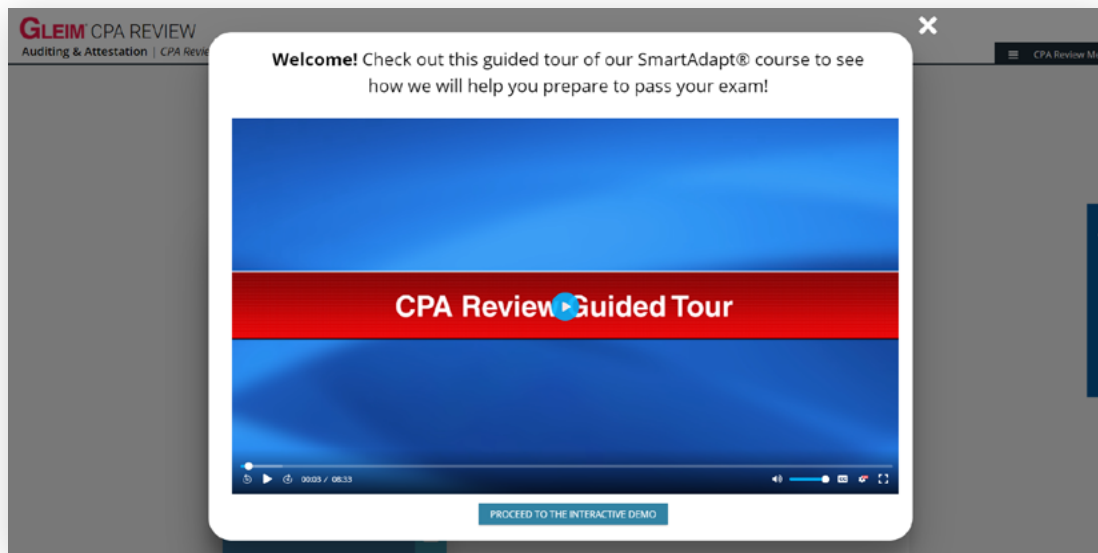
Assist your peers in creating a Gleim account.

The screenshot shows the Gleim Exam Prep website's login and sign-up interface. At the top, there is a navigation bar with the Gleim logo and menu items: ACCOUNTING PRODUCTS, ACADEMIA, AVIATION, ABOUT GLEIM, and LOG IN. Below the navigation bar, the page says "WELCOME TO GLEIM!" and "Please sign in below to gain full access to your account." There are two main sections: "LOG IN" and "SIGN UP". The "LOG IN" section has fields for "Login/Email" and "Password", a "Forgot your password?" link, and checkboxes for "Remember Email" and "Keep Me Logged In". A "Submit" button is at the bottom. The "SIGN UP" section has the heading "Don't have an account yet?", a sub-heading "Sign up & enjoy", and two bullet points: "✓ Free demos" and "✓ Free content". A "Get Started" button is at the bottom.

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Watch the tour

Log in to the CPA Demo Guided Tour to watch with your peers. If you're hosting the group virtually, you can screen share to watch the tour together.



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Answer questions

After viewing the demo tour, ask the participants if there are any questions they may have about the free account, the CPA Demo, or Gleim materials. At this point, you should be able to answer questions and discuss the resources available to Gleim candidates. Any information not covered by the CPA Course Demo video, which was in Task 1, can be found in your Exam Guide.

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Collect feedback

At the end of the meeting, the participants are required to complete the meeting evaluation found in the resource center. You can download it to print out and give to the participants, or email it to them to fill out.

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Return documents

At the end of your Focus Group, you will fill out the meeting report that is in the resource center and submit all the documents in the resource center for the Campus Rep Coordinator to review. Remember to send in the sign-in sheet as well. The Campus Rep Coordinator will reach out to the students via email to see if they're interested in redeeming their free EQE online test bank. The Coordinator will randomly choose a winner to receive the Gleim prize if the winner was not chosen during the meeting.

Files to submit:

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